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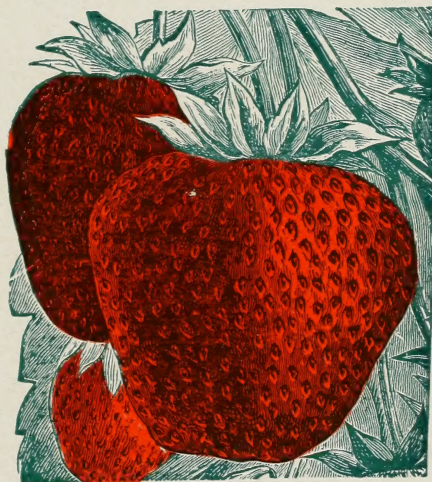
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O. C. Waller's Catalogue on

STRAWBERRY PLANTS

And How to Grow Them



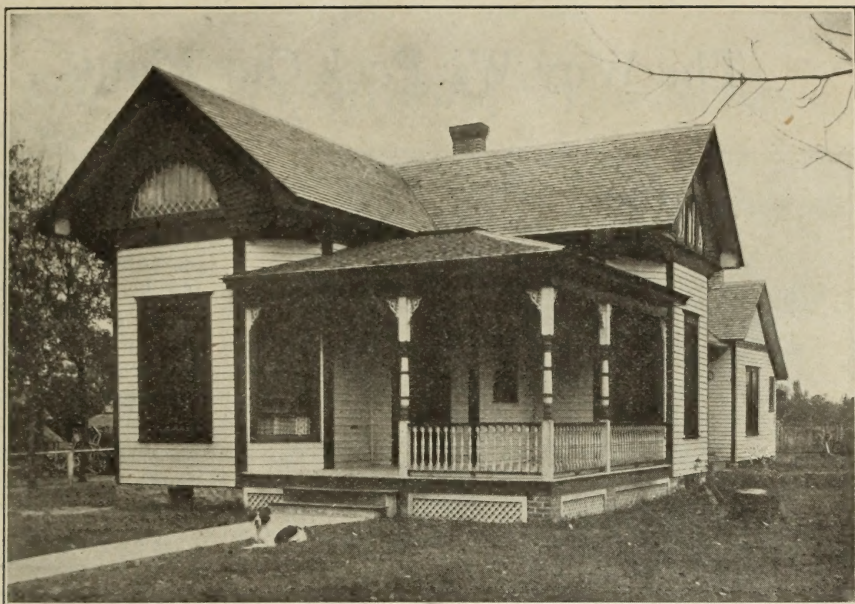
No Better Plants at Any Price



O. C. WALLER



JUDSONIA, - ARKANSAS



THE HOME OF O. C. WALLER

To My Friends and Patrons:

It is again with great pleasure that I offer my many thanks to those who so liberally favored me with their trade for the past years. And who have also made many new patrons for me by their kind words of praise. I have gained almost as many new customers by kind words you have spoken for me as I have with the many dollars that I have spent in advertising, we have long ago learned the value of a pleased customer is unknown, we had far rather you would give your order to the other man as to favor us and then be dissatisfied, for we want no dissatisfied customers on our list, and we know that there is no nurseryman with fewer complaints on his ledger than we have on ours today, from the way our business has increased for the past two years, each year doubling, we feel and know that our patrons have been well pleased. We assure you that there is no nursery that exercises more care than we do to serve customers satisfactorily. Let us show you what we can do, our promptness in filling your orders and the quality of our plants will be far beyond your expectation. We know how to grow good strawberry plants, while we do not claim to grow the best, but as good as the best, our plants are low in price. but a better quality you will not buy, and all we ask to prove our claims is a trial.

Again thanking you for many past favors and asking a continuance of your future trade.

I am yours very truly,

O. C. WALLER.

The Way We Pack Our Plants



Showing How Our Plants are Prepared for Shipping.

We pack our plants in light boxes and baskets with plenty of damp moss, which will bring them to you in good condition. We guarantee them to reach you in good condition, either by express or mail. By freight they go at your risk, so please bear this in mind if freight shipment is wanted. We will ship plants any time from the 15th of October until the last of April. Of course, there are times during January and February that the ground is frozen which would prevent us digging, but will dig any time between the two above-named dates that the weather will permit. We advise that you send in your order early as we are sure to sell out of some varieties.

The Land that is Best Adapted for Strawberries

We find that there some kinds of strawberries that require much dryer ground than others, for instance the St. Louis and Lady Thompson, both are inclined to be soft and would not stand to be planted on low heavy land, while such varieties as Klondykes, Aroma, Gandy, and Evening Star will do better if planted on heavy land, that is if the water does not stand on it. Never plant your strawberries on ground that the water will stand on for any length of time as it will ruin any of them. We should also advise that if you have a piece of new ground, that you use this for your berries, as berries like everything else, the better the land the better the berries. While there is plenty of old land left yet that will make as good strawberries as any man's new land, do not think that because you haven't the new land that you haven't any land for them for this is a mistake.

Our Way of Growing Strawberries

We feel that a few words along this line would be appreciated especially by the new beginner.

First break up your land good in the fall of the year as the freezing through the winter helps to pulverize the ground and causes it to work much better in the spring. Then the first thing we do to this land in the spring of the year is to give it a good harrowing. Then we lay off our rows three and a half feet apart and list on this with a one-horse turning plow or cultivator. We then run over this with a one-horse harrow or drag, leaving it three or four inches above the level of the ground. Then for getting your plants straight in drill we find that a cotton planter is hard to beat. Just take the plow off, leaving the wheel to make your line, and you will find no trouble in getting your plants in line.

Now you are ready to begin setting your plants. We use a small garden trowel or dibble and set them twenty to thirty inches apart in drill being careful not to set them too deep or cover up the crown too much, the plant will generally show about how deep to plant them. Use a little care in planting them out and it will go a long way towards making you a big crop of berries.

The Way We Work Our Berries

Begin working your berries soon after planting them, keeping the land well pulverized, many make this mistake, they plant their berries out then leave them for a month or more. The land becomes hard during this time and when you go to working the plants you will find many of them dead and none of them will look as well as they would had you kept them in shape. Remember your strawberries will require some of your attention and without this you need not expect a bumper crop of berries. For the first working we generally use a side harrow, running as close to them as you can without loosening or covering them up. We then go over them as soon as possible with the hoe cutting off all fruit as you go. This will greatly help your plants in putting out runners, and when they begin to make plants be careful not to cut them up, as you will find that the early well-rooted plants are the ones that make the most berries. Continue plowing and hoeing every ten or twelve days keeping down all grass and weeds, and as your row begins to widen do not continue to plow them so close as to keep the young plants covered up; gradually give back allowing the young plants room to catch. We generally use a side harrow or small shovels the entire season, as this keeps them nearer level, and I had rather have them that way, as they seem to do better than they would on a high ridge; that is if your ground is not too low and wet. But if low then a ridge would be an advantage to them.

Second Year's Working

After you are through picking your berries, take a single shovel plow and run through the middles; then take a one-horse turning plow and harrow off the rows leaving them six or eight inches wide. Then go over them with a hoe cutting the grass and weeds out, leaving as many of the plants as you can as it is not best to cut them out to a single plant, for if the weather is not favorable they will not make you a good row for another year. Continue to work your berries about the same as the first year.

Now if you will work your berries as I have stated there will be no doubt that you will make a big crop, and be well paid for the labor that you have put forth on them.

O. C. WALLER.

Number of Plants Required to Set an Acre

18 inches x 3 feet	9,680	Plants 24 inches x 3½ feet	6,222
18 inches x 3½ feet	8,297	Plants 24 inches x 4 feet	5,445
18 inches x 4 feet	7,260	Plants 30 inches x 3½ feet	4,356

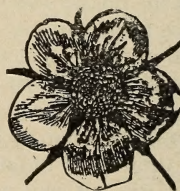
We plant from 5,000 to 6,000 plants to the acre. This depends largely on the variety you select also the piece of land they are planted on, if your land is thin it would require that your plants be set close together. But if your land is fresh and strong you will have no trouble in getting a good stand planting them twenty-five or thirty inches apart in drill, this is generally the way we plant except the Early Ozark and Bubach both these varieties are poor plant makers and would advise that you do not plant them over twenty to twenty-four inches apart, you will lose nothing in using plenty of plants as you know you cannot expect a big yield of anything without first securing a perfect stand.

Imperfect and Perfect Varieties

There are many varieties of strawberries that are imperfect and would do little or no good without some perfect blooming variety with them. In buying your plants if you buy an imperfect kind get a perfect variety that will ripen at about the same season, planting four or five rows of a kind and you will have good success.



IMPERFECT



PERFECT

A Few Words in Regard to Good Plants

We feel that we owe to our patrons and to the public a few words in regard to this matter. Of course we all know that when we go to buy anything we want to get the best or as good as the best. You will notice that many nurserymen especially the ones who have been in business for a number of years seem to take a pleasure in throwing every obstacle possible in the younger nurseryman's way. To those whom this fits we say wear it, for we are here and will be the next time you hear from us. Some of them will do all in their power to try to make you think that there is no other nursery that can sell the same quality of plants that they are selling for less money than they ask. To this man I wish to say that my stock is just as good as his or any that I have ever seen, regardless of price or climate. I have ordered plants from men who claim that you could not afford to order your plants anywhere else but from them. Have tried thoroughbred pedigree plants. Plants that are claimed to have been grown in the very garden spot of the world, paying a high price for all these plants and I can truthfully say that I would not exchange plants with any of them. I have these plants growing here side by side with mine and will gladly give any man 1,000 of the best plants I have if he will come and pick out these high priced plants for me. To you my friend who have been paying three, four, and five dollars per thousand for your plants will you just try me one time and if you don't find everything as I have represented I will take down my sign and never ask you to spend another cent of your money with me. Isn't this fair enough.

You will hear it said by some of these old grumblers that the man who offers his plants for \$1.75 and \$2.00 per thousand is unreliable, that their plants are so cheap and trashy that they are not worth express charges. They further say that we are out for no other purpose only to defraud the people out of their money. To this man I wish to say that I will gladly pay him to prove one word of this statement. To him I will say this: That I consider it my business, to sell my plants at any price I wish, and if I can sell my plants at \$1.75 per thousand and he is compelled to sell his at \$2.00 or \$3.00 to make both ends meet, I say sell them that way, but let the other man alone, and I assure you that we will have no trouble. We have said much more along this line than we would like to have said, and assure you that it is not our fault that we say what we have said.

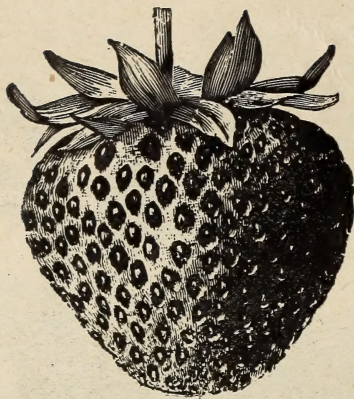
And to those who are in the market for plants we urge that you give us a trial, which is all we ask to prove our quality of plants; with these remarks we will leave it for your consideration.



Pretty little girl, isn't she?

When you get tired looking at her read
what I have to say about good
Strawberry Plants.

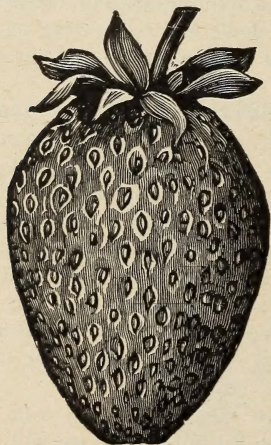
Varieties



EXCELSIOR

EXCELSIOR (Per)—The earliest berry grown and one that has stood the test for twenty years. This ought to be proof that it is a good one. Its berries are of medium size, dark red through and through; of good flavor and a better shipper you will not find. Plant growth is excellent.

HAVERLAND (Imp)—This is one of the old standbys. It is a good berry and hardly ever fails to make a good



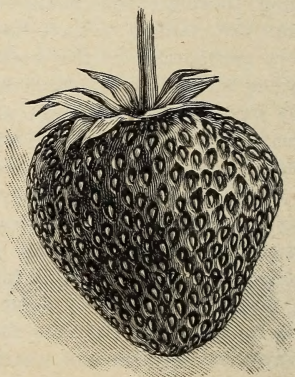
HAVERLAND

crop of nice well-shaped berries. Try some of them.

EARLY HARVEST (Per)—This berry was originated by Louis Hubach. It is a cross between the Excelsior and Lady Thompson; it is a good plant maker, resembling the Thompson, but its fruit is a better color and much more firm. Second early.

ANNA (Per)—A good mid-season berry. It sells on the market with the Aroma; a good plant maker; free from any rust. Berries are large to very large and a fine shipper.

TEXAS (Per)—This variety is very productive, in fact, I know of no other kind that will make more berries to the acre than this one. We have heard it said by some that this variety would make as high as four or five hundred cases to the acre. We have not done that well with them yet; but if you will



TEXAS

plant them on a good piece of land you will be sure to gather a big crop of fruit. Second early.

AROMA (Per)—My choice of the late varieties. This is one that comes nearer being suited to all localities than any other strawberry. It does well both north and south. Many of the growers

here use nothing else for a late variety. The berry is very firm and there is no other that will stand shipping better than this one. It always sells for a good price and this, of course, is due to the shipping quality, the size, the color and many other advantages it has over other varieties. You will make no mistake when you plant this berry for your late variety.

We have many plants of this variety and I would be pleased to quote you special prices on large orders.

BUBACH (Imp)—Another old, but well-known variety. It is noted for its large bright red fruit which is admired by every one. This berry seems to do best in the northern states. The plants are of a dark green foliage, very hardy and will make you a bumper crop of fancy fruit.

GANDY (Per)—An old late variety, which at one time was considered to be the very best late berry we had, but it has lost out on account of not producing more fruit. This variety does best when planted with some other late berry. The Aroma is recommended as a good one for this.

EVENING STAR (Per)—In this variety you will find a good, all-round late berry. I prefer them to the Gandy as they are twice as productive with me as this berry. They begin to ripen a few days later and the fruit is much the same as the Gandy. In fact, you would find it hard to tell the two apart if you had them lying side

by side. The plants are fine and hold their fruit well off the ground which is another good advantage of this berry. To the man who is looking for a late variety I say try this one.

SENATOR DUNLAP (Per)—This berry seems to be in the lead with many northern growers, and I have heard some of them say that they would grow nothing else. With us it does not do so well. I have several thousand of these plants that I am offering at a very low price.

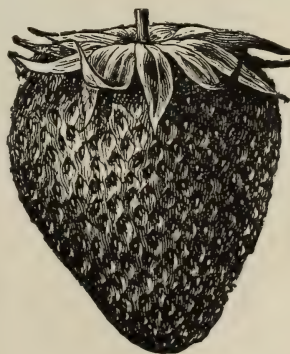


BUBACH

LADY THOMPSON (Per)—The berry that at one time had the lead in all southern states and is still being grown



EVENING STAR



LADY THOMPSON

very extensively. One very important reason for this is that this berry is a good drouth resister and withstands the dry, hot weather which is very common through the South. It is very productive. But the fruit of this variety is not a good color which is about the only fault any one could find with this berry.

JIM DUMAS (Per)—This is a variety that does not require as good land as many others do to produce a big crop of dark red berries; they are much larger than the Excelsior and more productive. The plants have a strong, healthy foliage and are well rooted making it a good drouth-resisting plant. Second early.

ST. LOUIS (Per)—This is our favorite among the strawberries. We have fruited this variety for the past five years and have found nothing that we would exchange it for; it begins to ripen only a few days behind the Excelsior and its fruit is twice or three times as large. For a berry that will make a larger crop of fancy fruit than this variety you need not hunt, they have produced berries of sufficient size for twelve to fill a quart box. Pickers will find the berries on long tender stems which add greatly to the picking. The plants are free from any rust and as to root system, we know of nothing that equals it. Our supply of plants are larger this year than usual and



ST. LOUIS

we hope you will favor us with your order. We have heard that this variety could not be grown for less than \$2.75. but send us \$2.00 and we will send you 1,000 plants as good as any, regardless of price. A trial order is all we ask to prove our statement.

RED BIRD (Imp)—We are very well pleased with this variety. It is a good plant maker and also makes a good crop of bright red berries. It will have to be planted with some perfect blooming variety. The Excelsior is a good one.

EARLY OZARK (Per)—Here is another good early berry which is being planted heavily both north and south. With us its fruit is much larger than the Excelsior, has just as good color and not so acid as most early varieties, a splendid shipper and prolific bearer. The plants are large, strong and well rooted, resembling the Bubach in plant growth, also color of foliage. This is one of the varieties that we sold out



EARLY OZARK



A BLOCK OF KLONDYKES

Grown on New Land and Grown for Quality, No Better Plants at Any Price.

of long before the season was over last year, but we have a much larger supply of them this year and can fill your order at a very low price. Try them. They are sure to please you.

CLIMAX (Per)—The Climax is very productive, making a large crop of beautiful, well-shaped berries, coming in only a few days behind the Excelsior. It has the necessary qualities to be classed as a good shipper and its appearance makes a ready sale for them. Plants are very healthy and vigorous.

MELLIE (Imp)—A very promising mid-season berry. It is one that will make a big crop of nice fruit, which is held up well from the ground by long fruit stems. The plant growth is good.

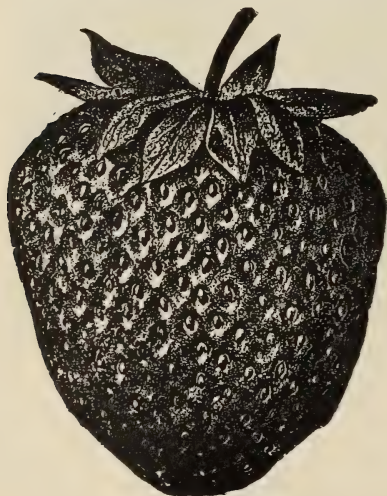
KLONDYKES (Per)—This is the best seller we have both for plants and berries. This variety is without a doubt planted more extensively than any other berry grown. The fruit is a dark red color, and very firm. As a good shipper, there is nothing that will turn this one down. Plants are very hardy and will withstand the dry, hot weather as well

as any. What more could you ask? I can furnish you any amount of plants of this variety, and if you are in the market for large orders, write me for special prices.



KLONDYKE

IMPROVED KLONDYKES (Per)—Many growers seem to think this variety has some big improvements over the old Klondykes, but we have failed to find it that way. We have fruited these varieties side by side for the past two seasons and we cannot tell but little difference, or, in fact, none as to the berry itself. While the plants are a little larger than the old strain. Season same as the other variety.



MOUNTAIN VIEW

MOUNTAIN VIEW—Last year we gave you the originators description of this variety and will have to again this year, as we sold out of these plants before the season was half over. Here is what he says of it: In pedigree, it is a cross between Excelsior and Aroma; in color, it is a dark red, and when over-ripe becomes almost black like the Marshall; in firmness, it ranks with the best shippers; in size, it is equal to the Aroma and often exceeds it. I have seen sixteen of its berries fill a quart; in season, it is early, ripening soon after the Excelsior; in sex, perfect. It forms an extra large and vigorous plant that sends out

runners and withstands drouth. The berry will be admired by every one for its rich color, and exceedingly regular shape, every one being as symmetrical as if turned out of a machine. Finally, it has a flavor, which for delicious quality can be compared to but very few of our present sorts.



EUREKA

EUREKA (Per)—Here is a berry that was originated by Louis Hubach, the man who originated the Mountain View. When we bought our plants from him, he claimed that it was the best thing he had on his place, he says that it is an early berry, ripening between the Excelsior and Klondyke, and is very productive. There were over 100,000 of these plants sold here in this neighborhood at \$5.00 per thousand. We have about 50,000 of these plants that we are going to sell at \$3.00 per thousand while they last. If you want to try them send in your order early as they will not last long.

Special Club Orders
See Page 14.

To Whom It May Concern:

It is a pleasure to me to have the opportunity to recommend to those parties that are wanting strawberry plants, the firm of O. C. Waller, Judsonia, Ark. Mr. Waller is one of our largest shippers and best plant growers. I have known him for twenty years and he is strictly reliable and honest. You certainly will make no mistake to intrust him with your order, and I do recommend him to all.

A. M. KITTLER,

President and Manager of the Judsonia Fruit and Vegetable Growers' Association.

A Few Letters From Pleased Customers of Ours

Manvel, Tex., April 25, 1912.

Mr. Waller:

Plants received in good shape last Friday.

Yours truly,

J. D. C.

Enid, Okla., March 28, 1912.

I received the strawberry plants all right and they gave good satisfaction. I am well pleased and must say that they were a fine lot of plants.

Yours truly,

M. A. C.

Collegeport, Tex., March 5, 1912.

The plants that I bought of you last March, I am more than pleased with. I didn't lose a single plant. I certainly can recommend your plants as second to none I have ever tried. Without a doubt you will hear from me again this fall.

Yours respectfully,

L. E. E.

Beaty, Ark., March 29, 1912.

O. C. Waller, Judsonia, Ark.

Dear Sir:

All the plants you sent had good strong roots and I am well pleased with them. I shall be glad to turn any orders your way that I can. Wishing you much success, I remain,

W. T.

Checotar, Okla., March 20, 1912.

O. C. Waller, Judsonia, Ark.

Dear Sir

The plants I received of you last spring were well packed and came in good shape and were good, strong, healthy plants.

Yours very truly,

J. M.

Cherryvale, Kan., April 17, 1912.

O. C. Waller, Judsonia, Ark.

Dear Sir:

The plants that I ordered from you came to hand a few days ago, they were fine plants and am well pleased with same.

Yours truly,

G. H. S.

Alvin, Tex., Feb. 24, 1912.

O. C. Waller, Judsonia, Ark.

Dear Sir:

I received the plants last Monday and they certainly are fine; am well pleased with them.

Respectfully,

E. S.

Germania, Ark., May 20, 1912.

O. C. Waller, Judsonia, Ark.

Dear Sir: Pardon me for not writing you that I received the berry plants O. K. They were fine and gave perfect satisfaction.

Yours very truly,

C. A. B.

A Few Words About Fall Bearing Strawberries

We feel that we owe to our friends and to those who are thinking of buying Fall Bearing Strawberries a few words in regard to the way they have done for us. We bought of three of these varieties last spring, namely: the Pan American, Autumn, and the Francis, which were claimed to be the best varieties. We planted them out on about the best land on the place and cared for them like a fellow would a thousand-dollar horse, expecting to receive a whelming crop of fancy fruit that would bring all the way from twenty-five to fifty cents per quart. But oh, to our great disappointment we had only a few blooms, averaging in size all the way from a No. 4 squirrel to a No. 8 buckshot. But this did not discourage us, we just kept working them thinking our reward would surely come at last. But to you my friend who is now reading this, please believe me, that my reward never came, and I am only writing this to warn you of these everbearing strawberries, as they are sometimes called. But the man who named them made a mistake, he should have said neverbearing, in place of everbearing. Now, I do not know that this is the way that these berries do everywhere, but this is the way they have acted with me, and I do not believe they will ever amount to anything in this part of the country on account of the dry hot weather. They will not stand it.

A Few Words About Varieties

Our list of varieties is not as large as some others, as we do not care to handle some of the many worthless varieties that are being placed on the market today just to make a list of names as long as your arm. A great many varieties that are being introduced each year prove to be nothing but a total failure, while we will admit that occasionally there is a variety that is introduced that proves to be a very valuable berry. For instance. Look at the Klondyke and Senator Dunlap. Were I asked the question what berries to plant and allowed only two varieties to choose from I would have to say Klondykes for the South, Senator Dunlap for the North. While there are other varieties that do well and will pay you to plant them, here are the names of some that have been with us for a number of years and have proved their success: St. Louis, Excelsior, Early Ozark for early; Klondykes, Lady Thompson and Dunlap for mid-season; Aroma, Gandy and Evening Star, late. The man who plants of the above-named varieties will sure make no mistake. There may be others as good, but none better and really this is enough kinds. While there are other varieties that are worthy of trial, and we do not believe that we have a single kind but what has some good merits, and many growers have done fine with varieties that do not do so well here. We can help you to select the variety that is suited to your locality and will gladly do so should you ask our help.

Price List of Plants

We can now send eleven pounds by mail and if you want your plants sent this way add eighteen cents per hundred to catalogue price and we will send them. But if you want more than two or three hundred it would be cheaper to have them expressed. We guarantee them to reach you in good shape; either by mail or express.

	Per 100	Per 250	Per 500	Per 1,000
Texas	\$.32	\$.75	\$1.00	\$1.75
Excelsior32	.75	1.00	1.75
Improved Klondykes85	1.25	2.00
Red Birds35	.85	1.25	2.25
Klondykes35	.75	1.00	1.75
St. Louis35	.85	1.25	2.00
Mountain View50	1.40	1.75	3.00
Mellie32	.75	1.00	1.75
Gandy35	.85	1.25	2.25
Stevens L. Champion85	1.25	2.25
Virginia32	.75	1.00	1.75
Aroma35	.85	1.25	1.75
Evening Star40	1.00	1.50	2.50
Early Harvest35	.75	1.25	2.25
Haverland35	.75	1.25	2.00
Bubach40	1.00	1.50	2.50
Jim Dumas40	1.00	1.50	2.50
Lady Thompson32	.75	1.00	1.75
Clymax32	.75	1.00	1.75
Early Ozark40	1.00	1.50	2.50
Eureka50	1.40	1.75	3.00
Senator Dunlap.....	.35	.75	1.25	2.00

Terms of Payment

Cash or postoffice money order, or express money order, or we will book your order for one-third the full amount of order and send plants C. O. D.

Reference—Judsonia State Bank.

CLUB ORDERS

*I am making you these orders for the benefit
of those who may not know just what
varieties to buy.*

CLUB NO. 1—100 Mountain View, 100 Klondyke, 100 St. Louis, 100 Evening Star, 100 Early Ozark and 100 Aroma making 600 plants in all. You may have them all for \$3.00. You to pay express charges.

CLUB NO. 2—100 Eureka, 100 Texas, 100 Bubach, 100 Evening Star, 100 Mellie, 100 Excelsior, 100 St. Louis, 100 Red Bird, 100 Improved Klondykes and 100 Mountain View, making a total of 1,000 plants. We will make them to you for \$5.00.

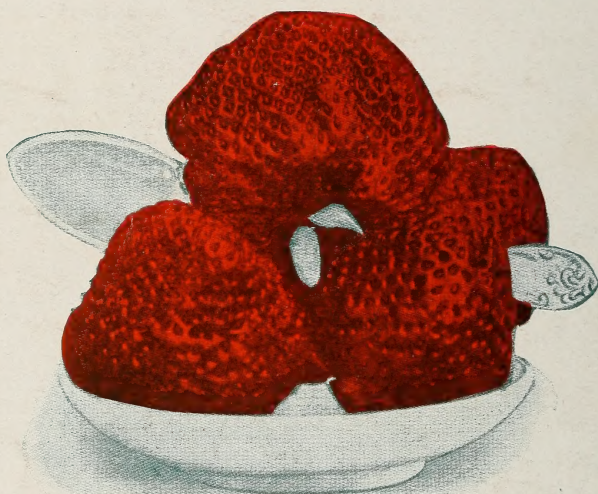
CLUB NO. 3—500 Improved Klondykes, 500 St. Louis, 500 Excelsior, 500 Aroma, 500 Evening Star, 500 Early Ozark. 3,000 plants, catalogue price \$7.75 we will make this club for \$6.50.

CLUB NO. 4—1,000 Mountain View, 1,000 St. Louis, 1,000 Excelsior, 1,000 Aroma, 1,000 Early Ozark. 5,000 in all, catalogue price \$10.50. They are yours for \$9.50.

CLUB NO. 5—5,000 Klondykes, 5,000 St. Louis, 5,000 Mountain View, 5,000 Aroma, 5,000 Evening Star, \$5,000 Eureka; total amount of plants, 30,000; catalogue price \$67.75. Will make you this club for \$55.00.

*You must send cash with all club orders; and they must
be ordered as named. All of them come by express, you
to pay express charges.*

O. C. WALLER
THE HONEST PLANT GROWER



JUDSONIA,

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ARKANSAS